XCELERATE TRAINING INSTITUTE
your learning & development partner

HUMAN RESOURCES MANAGEMENT (HRM)

Developing Corporate and Organizational Culture Training Course

DURATION	LANGUAGE	FORMAT
5 days	**English**	**Classroom / Online**

Upcoming dates

Dates	Venue	Format	Fee
8 – 12 Feb 2027	Live online	Online (live)	**€1,200**
15 – 19 Mar 2027	Istanbul	Classroom	**€5,500**
16 – 20 Aug 2027	Live online	Online (live)	**€1,200**

Register or ask a question

Online: x8ti.com/course/developing-corporate-and-organizational-culture-trai…
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Developing Corporate and Organizational Culture Training Course

Introduction

Introduction

Happy employees are highly engaged and motivated leading to better outcomes for Organizational growth and success.

People are the most valuable asset of a business and when they leave for home every day, they can choose not to return to work basis the way they are treated, and the work environment provided to them.

Organizations must focus on not only building business but also on building a culture that attracts people. While fancy perks like free food and cab facility can appeal to anyone, these superficial offerings are not always enough to entice talented workforce.

Honest and clear communication with employees leads to trust thereby improving morale and productivity.

Different people come with different motives and needs, having a foundation that serves the needs of people, supplies them with support and resources to perform their job efficiently.

It’s imperative that organizations provide autonomy for creativity, empower decision making and help to strike a right balance between work and personal life.

This Xcelerate training course will empower you in learning what does an organization culture mean, why it is important, how it can be developed by growth-oriented, progressive organizations that are striving to succeed in this competitive world by leveraging on the strengths of people.

Learning Objectives

- Define what is organization culture
- Elaborate on a proper way you want people to function in the organization
- Establish the importance of building corporate and organizational culture
- Differentiate between developing a business vs. developing a corporate & organizational culture
- Acknowledge the importance of adaptability for matching the needs of the socioeconomic environment
- Curate a strategy and build a structure that supports a set of beliefs that are widely shared and strongly held across the organization and its key stakeholders
- Learn how culture drives behavior to influence the same
- Enjoy the benefits of a culture that auto directs employee perception, behaviors and understanding with less intervention
- Articulate your culture better to attract the right people to your organization
- Set the long-term direction for the organization, keep reviving
- Empower and enable leaders for creating and maintaining organizational culture

- Engage, motivate, retain, and develop people who align their goals with the organizations

Training Methodology

Xcelerate training institute has designed a Developing Corporate and Organizational Culture Training Program for individuals at all levels.

Participants from all cultures participate in this training program thus making it very interactive as they share their own office experiences and challenges.

Customized modules can be arranged for organization specific learning requirements. This program involves group discussions, case studies, and role-plays.

Benefits for Your Organization

- Establish the importance of organizational culture
- Establish a difference between building business, family business and building an organization and its culture
- Develop a foundation based on core values important for you, your people and organization
- Consistently align assumptions and behaviors of employees to match the organizational culture
- Learn the ways great organizations build and maintain a culture that attracts the right talent
- Hire the right people who can flourish in and support the organizational culture for greater goals
- Train and empower leaders to create and maintain a culture
- Clearly distinguish between observable and non-observable aspects of culture
- Identify the functions an organizational culture serves; integrate members & help the organization adapt to the external environment
- Influence and inspire people with some great stories of culture as an enabler for success
- Engage with OD consultants to constantly reinforce the importance of culture
- Develop an internal team that can assess culture and apply the right measures for improvisation
- Save cost due to high employee turnover

Benefits for You

- Define what is culture and how to build one
- Develop a unique culture based on values and the way things are done in an organization, that is hard to imitate or replicate
- Organize the behavior of people to match and fit into an organization’s culture
- Develop expertise in taking up new innovations, ideas, structures, and strategies to build an organization’s culture for maximum impact
- Initiate and master independently the consulting practices towards helping organizations build and maintain a culture
- Build a brand for yourself and the organizations you consult with by visiting the past/ history to learn about values and create a culture to inspire future
- Learn the elements of culture and build it in collaboration with stakeholders you engage with
- Build a culture that is conducive to a healthy work environment by gaining the trust of employees

- Reduce employee turnover and reduce the cost for the organization
- Sensitize organizations about the fact that culture eats strategy for breakfast (quoted by Peter Drucker)
- Motivate employees who work with you/ organization for more than a paycheck

Target Audience

- HR and Line Managers
- OD Consultants
- Independent Trainers

Course Outline

Definition, Importance, and ways to Develop corporate and Organizational culture:

- Define Culture
- State the importance of culture
- What happens to organizations that lack culture?

Elements of a Great Company Culture:

- Balance
- Trust
- Values
- Development
- Leadership

Significance of categories of organizational culture:

- Consistency
- Mission
- Involvement
- Adaptability
- Achievement

Benefits of Organizational culture:

- Set clear expectations
- Clear indicators of what is expected and appreciated
- Reward acceptable behaviors, encouraging employees

Ways to build great company culture: Case studies and experiential learning

- Strong Company values
- Trust and Transparency
- Emphasis on Work-Life Balance
- Emphasis on professional development
- Exemplary leadership and management

How to measure organizational culture?

- Engagement Survey

- Culture Survey
- Climate Survey
- Pulse check Survey
- Build your own questionnaire or routine to get feedback; formally and informally for candid inputs

Financial value of culture

- Measuring the tangible value of organizational culture
- Role of investment analysts
- Employee turnover: how it reflects on organizational culture

Role of a leader in creating and maintaining culture:

- How leaders influence culture
- Being a Role model

Teaching Organizational culture:

- Socialization and organizational socialization
- Learning from management
- Process and mechanisms
- Supporting the process

Mastering the art of storytelling for developing organizational culture

- Recognizing exemplary behaviors
- Story Telling
- Experience sharing to inspire others

Assessing and changing the culture for adaptability

- Managing Symbols
- Acknowledging the difficulty in change: resistance to change

Tips for building an Organizational culture from some successful organizations

- Build a model that represents your culture to guide employees
- Ask for and listen to feedback
- Take like-minded people on board
- Care about people and show you do
- Get reviews from the team, also the people who leave the organization
- Stay consistent with routine
- Set and track goals
- Discuss challenges, be open and transparent, brainstorm
- Build a customized list as per your industry and organization to achieve success and meet your goals

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Registration Form

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Preferred dates: ..... Venue or online: .....

Duration: 5 days Language: .....

Please complete and email this form to us, or register online. We confirm your place and send the invoice within one working day.

Delegate information

Full name (Mr / Ms / Dr / Eng): .....

Position: ..... Telephone / mobile: .....

Official email: ..... Personal email: .....

Company information

Company name: .....

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Person responsible for training & development

Full name (Mr / Ms / Dr / Eng): .....

Position: ..... Telephone / mobile: .....

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Payment

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Register online
Open the course page